INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1290 — Washington, D. C. — June 17, 1950

Annual Fruit and Vegetable Pack Bulletins Mailed

The annual pack statistics bulletins reporting annual production of fruits and vegetables were mailed this week to all fruit and vegetable canners, state secretaries, canning trade papers, and can companies.

The bulletins report the 1949 pack by states and by size of containers, and compare 1949 production with the packs of five previous years. The bulletins are entitled *Canned Food Pack Statistics: Part I—Vegetables* and *Part II—Fruits.*

Members desiring additional copies may obtain them on request to the Association's Division of Statistics, which compiled the pack figures.

Reprints made for the National Food Brokers Association are being distributed by that association.

President Vetoes Pricing Bill

President Truman on June 16 vetoed the delivered pricing bill, S. 1008, because, he said, no change in present statutes is necessary, and, in attempting to affirm what is already true, the bill goes further and would hamper, instead of help, the preservation of fair competition.

The President's veto message said that the bill "is so far from clear that each of its major provisions is capable of widely conflicting interpretations . . . and many years of complex litigation would be required to give the provisions of S. 1008 clear and specific content."

S. 1008 received final Congressional approval on June 2, after many delays in its legislative history, when the Senate voted 42-to-27 to approve a conference committee report on the bill.

Mushroom Hearing Closed

Final testimony on mushroom standards was taken June 15. As final action, the presiding officer ordered that correction of the record must be made not later than June 26 and written arguments based upon the record must be available to the presiding officer not later than July 10.

Booklet Describing Benefits of N.C.A. Membership Is Important Step in Member Relations Program

The many services and benefits of membership in the National Canners Association are set forth in a new booklet "For Those Who Can" which marks one of the important developments in N.C.A.'s member relations program instituted ten months ago. Copies of the booklet were mailed to the membership this week.

The Member Relations Program was formally recognized by the Public Relations Committee on June 7, and was reported to the Board of Directors by Chairman Alfred J. Stokely, who will direct the work along with W. D. Lewis of the Association staff. Mr. Lewis came to the

(Please turn to page 212)

N.C.A. Staff Members Speak At Maine and Michigan

Association staff members appeared on the programs of two of the state canners association spring meetings held recently. Secretary Carlos Campbell addressed the Maine Canners Association at Lakewood, June 12, and Assistant Secretary Nelson H. Budd was on the program of the spring meeting of the Michigan Canners Association at Traverse City, June 5.

Mr. Campbell told the Maine canners that economics is being rewritten in Washington, that inflationary policies are being deliberately and purposely imposed, and that the government is using businessmen to its good advantage in carrying out such policies.

(Please turn to page 213)

H. K. Wilder Appointed Director of Schuckl Research

H. K. Wilder has resigned his post as Assistant Director of the N.C.A. Western Branch Laboratory in San Francisco to take charge of research for Schuckl & Co., Inc., at Sunnyvale, Calif., effective July 1.

Mr. Wilder has been with the N.C.A. Western Laboratory since September, 1939. A graduate of Rhode Island State College, he also held a master's degree from Stanford University. For 15 years prior to joining N.C.A. he held various positions of responsibility in the research organization of the Kellogg Company in Battle Creek, Mich.

Prominent in his services to N.C.A. research has been his leadership in the studies on cannery lighting and recently on the West Coast building program.

Imports of Canned Foods Limited by Philippine Law

A new Philippine import control law brings all imports into that country under licensing provisions and orders the establishment of new quota restrictions. Canned foods are among the commodities which will be imported only under quota.

The new law lists commodities in "prime," "essential," "non-essential," and "luxury" categories, and all canned foods are classified in the latter two groups. Quota allocations for all commodities will be determined by applying percentage cuts to the average value of imports received during 1946, 1947, and 1948.

The quota allocations for all commodities will be determined by an "Import Control Board" which is created by the new law.

Quotas for "non-essential" commodities will be reduced by between 60 and 80 percent of the value of imports during the base period. The canned foods in this group are canned corn, all canned fruits, all canned fish, and all canned meats, except corned beef.

Quotas for "luxury" commodities will be reduced by between 80 and 90 percent of the value of imports during the base period. All canned vegetables except corn are in this category.

PERSONNEL

Dr. McKibben Joins USDA

Dr. E. G. McKibben, an international authority on tillage mechanics, has been appointed engineer in charge of investigations on tillage and related problems at the U. S. Tillage Machinery Laboratory at Auburn, Ala.

Dr. McKibben goes to that post from the Pineapple Research Institute in Honolulu, where he has been head of the Agricultural Engineering Department for several years.

The U. S. Tillage Machinery Laboratory is the only one of its kind in the world. It was set up primarily for fundamental research on the relationship between metals and soils and provides basic data for the design and operation of all machines manipulating soil.

Member Relations Program

(Concluded from page 211)

Washington office last year after three years' service in the N.C.A. Western Branch Research Laboratory in San Francisco. The member relations program is built around the need of member canners to know more about the Association and, in turn, for the N.C.A. to become better acquainted with each firm. The results of this program should enable the N.C.A. to better serve its member canners and the industry, and thus member canners will be better able to fully utilize the services available.

"For Those Who Can" is the story of the Association's functions and tells of the many services available to member canners. Built upon a graphic presentation for easy reading, the booklet shows how N.C.A. serves from the field to the consumer; how N.C.A.'s specialized departments function to assist in every phase of canning. It points out that during its 43 years of serving the industry, the National Canners Association has built up a tremendous backlog of canning data and either has the information a member may need or knows where to get it.

"For Those Who Can" is the creation of Mr. Lewis, with the assistance of N.C.A. staff specialists.

While Mr. Lewis was with the Western Laboratory he developed visual material for training courses for plant personnel and his other public relations activities brought the importance of canned foods before consumer and technical groups.

Before joining the N.C.A. in 1946, Mr. Lewis was with the U. S. Public Health Service in Washington, D. C. and San Francisco, and directed the production of their restaurant training films and other visual material.

A graduate of the University of New Mexico in bacteriology and chemistry with post graduate work in engineering, Mr. Lewis first joined the New Mexico State Department of Public Health. He produced a sound motion picture on food infections.

PROCUREMENT

School Lunch Program Serves Record Number of Meals

With the 1949-50 school year over, the U. S. Department of Agriculture reports the "biggest year in the history of the National School Lunch Program."

USDA reports that 1.3 billion lunches were served to 8 million children in 52,800 schools in all U. S. states and territories. Food for the lunches put $180,000,000 into cash registers of local stores and markets where most of it was bought, USDA estimates.

In addition to the locally-purchased foods, the major portion of the total food served, schools were given more than 400,000,000 pounds of food by USDA, including foods especially purchased with School Lunch appropriations and those purchased under "surplus-removal" programs.

The foods bought with School Lunch funds included canned tomatoes and tomato paste, other canned fruits and vegetables, concentrated orange juice, cheese, and peanut butter.

The surplus commodities furnished to school lunches included Irish potatoes, fresh apples and pears, butter, dried eggs, non-fat dry milk solids, and small quantities of fresh prunes, dried fruits, and fresh vegetables.

Most interesting development of the 1949-50 school year was the success of the campaign to lower the cost of lunches through careful use of these surplus commodities donated by USDA. Real purpose of this drive, USDA reports, was to get more children to eat a complete meal at noon on each school day. In many places where the price of the lunch was reduced 5 cents, the number of customers increased as much as 50 percent. In some small schools, USDA reports, the increase was 100 percent.

Federal Supply Service

The Washington office of the Federal Supply Service has invited sealed bids to furnish quantities of various canned foods, as follows:

Invitation No.	Canned Item	Cases	Bids Open
1D-89610-R	Applesauce, 6/10	1,000	6-16
1D-89610-R	Apples, 6/10	250	6-16
1D-89610-R	Blueberries, 6/10	200	6-16
1D-89610-R	Cherries, 6/10	144	6-16
1D-89993-R	Grapefruit-pineapple juice blended, 12/46-oz.	500	6-23
1D-89982-R	Corned beef, 6-lb.	804	6-23
1D-89984-R	Sardines, ¼ can	150	6-23
1D-89980-R	Chili sauce, 24/12-oz.	80	6-26
1D-90089-R	Pears, 6/10	1,200	6-28
1D-89981-R	Jams, jellies	....	6-26
1D-89983-R	Snap beans, 6/10	2,400	6-26

The Washington office also announces intentions to invite bids in the near future on other canned foods. This office is one of 12 from which purchases for various federal activities are made. Information about these and forthcoming purchases may be obtained by writing the Federal Supply Service Inquiry Office, Room 7282, 7th and D Streets, S. W., Washington 25, D. C.

Invitations for Bids

Quartermaster Purchasing Offices—111 East 16th Street, New York 3, N. Y.; 1819 West Pershing Road, Chicago 9, Ill.; Oakland Army Base, Oakland 14, Calif.

Veterans Administration—Procurement Division, Veterans Administration, Wash. 25, D. C.

The Walsh-Healey Public Contracts Act will apply to all operations performed after the date of notice of award if the total value of a contract is $10,000 or over.

The Veterans Administration has invited sealed bids to furnish the following:

GRAPE JUICE (Choice)—5,750 dozen No. 10 cans, f.o.b. destination. Bids due under Invitation No. 278-S by June 22.

CANNED ASPARAGUS (Fancy)—17,500 dozen No. 10 cans, f.o.b. destination. Bids due under Invitation No. 272-S by June 26.

OLIVES (Choice)—5,400 No. 10 cans of ripe unpitted olives, and 6,000 one-gallon jars of green stuffed (pimiento) olives, all f.o.b. destination. Bids due under Invitation No. 275-S by June 27.

SWEET CHERRIES (Choice)—6,500 dozen No. 10 cans of light, sweet, unpitted cherries, and 4,000 dozen No. 2 cans of light, sweet, unpitted water-packed cherries, all f.o.b. destination. Bids due under Invitation No. 266-S by June 29.

MARASCHINO CHERRIES—1,200 one-half gallon jars or 600 one-gallon jars, f.o.b. destination. Bids due under Invitation No. 281-S by June 29.

RSP CHERRIES (Standard)—9,750 dozen No. 10 cans, water-pack, f.o.b. destination. Bids due under Invitation No. S-1 by July 3.

PEA PUREE—12,000 dozen No. 2 cans, f.o.b. destination. Bids due under Invitation No. S-4 by July 5.

CANNED PEAS (Extra Standard)—27,500 dozen No. 10 cans, sweet or sugar peas, sizes 1 to 4 inclusive or a combination thereof, f.o.b. destination. Bids due under Invitation No. S-4.

GREEN BEANS (Extra Standard)—28,750 dozen No. 10 cans, round or flat, cut, sizes 2, 3 or 4 or a combination, f.o.b. destination. Bids due under Invitation No. S-5 by July 6.

Forthcoming Meetings

June 29-July 1—Grocery Manufacturers of America, Inc., Midyear Meeting, The Greenbrier, White Sulphur Springs, W. Va.

September 21-23—U. S. Wholesale Grocers Association, Inc., Fall Meeting, The Greenbrier, White Sulphur Springs, W. Va.

October 19-21—Florida Canners Association, 19th Annual Meeting, Palm Beach Biltmore Hotel, Palm Beach.

November 13-14—Wisconsin Canners Association, 46th Annual Convention, Schroeder Hotel, Milwaukee

November 13-15—Grocery Manufacturers of America, Inc., Annual Meeting, Waldorf-Astoria Hotel, New York City

November 16-17—Indiana Canners Association, Annual Convention, Claypool Hotel, Indianapolis

November 20-21—Michigan Canners Association, Fall Meeting, Pantlind Hotel, Grand Rapids

November 20-21—Pennsylvania Canners Association, 36th Annual Meeting, Penn Harris Hotel, Harrisburg

November 20-21—Iowa-Nebraska Canners Association, Annual Convention, Hotel Savery, Des Moines

December 5-6—Tri-State Packers Association, Annual Convention, Atlantic City, N. J.

Maine and Michigan Meetings

(Concluded from page 211)

He illustrated the results of what is taking place by pointing out what happens to the U. S. bond purchaser who cashes in at maturity the bonds he bought 10 years ago. "He gets $4 for $3, as was promised when he was persuaded to make the original purchase," Mr. Campbell stated, "but he finds when he starts to spend the $4 that he can buy less than he could have bought with the $3 10 years ago. Also he discovers that the government doesn't have the money to redeem the bond, but is obliged to sell one and a third more bonds in order to make the redemption. In that manner both government debt and interest are being increased."

The secret of government's success, he stated, is to keep wages going up faster than prices, and at the same time to encourage free spending. He pointed out that wages have increased two and a half times since 1939 while prices have risen at less than half that rate, one of the outstanding examples of this being in the field of canned foods prices, as has been emphasized in N.C.A. speeches, articles and press releases during the past three years.

"It is the instinct of good businessmen to keep their prices down to the lowest possible point because they realize the seriousness of consumer resistance to rising prices," Mr. Campbell stated. In that manner, he explained, business is inadvertently assisting the government in its effort to maintain a wide spread between wage-earner's income and prices. Other phases of government policy are its discouragement of thrift through its advocacy of broader social security benefits, its support of pension plans, and its permitted expansion of consumer credits; in short, the incentive to spend rather than save.

"There is no indication at the moment that this policy will be discontinued. The government must maintain this inflationary process so as to meet its needs. It has more than $30,000,000,000 of fixed annual cost that no amount of retrenchment or economy can touch, and it doesn't dare allow the national income to drop to less than five times that amount. But the fact remains that this inflationary program tends to boost costs and prices," he asserted.

"A Good Story in Canning"

Mr. Budd's address at Traverse City was entitled, "There's a Good Story in Canning." In addition to pointing out the favorable price performance of the canning industry, he emphasized that canning is a public service in other ways. He stressed the year-'round availability of canned foods, their nutritive values, the scientific character of their production, and dwelt on how they conserve crops and contribute important payrolls to agriculture and labor. "In short," he said, "they make a resounding contribution to civilization.

"You canners ought to spread that story, and you can do this with good grace," he told the Michigan canners, "because you are important in the economy of your locality. You operate more than 100 canning plants, you pack nearly 50 different commodities, utilizing more than 350,000 tons of Michigan raw products per year, not including milk. The estimated dollar value of those products has been reported at almost $50,000,000. You have invested many thousands of dollars in your plants and equipment. Michigan farmers are interested in seeing you continue to operate those plants and machines because you represent one of their best means of getting their crops to outside markets. In a normal year the raw products purchased by Michigan canners will pay Michigan farmers more than $13,000,000 and that money means much to their continued well-being. You employ more than 6,000 workers as an annual average and many more than that at peak packing seasons, and you meet annual payrolls of over $13,000,000."

RAW PRODUCTS

Food and Fertilizer

A recent article by Dr. Firman E. Bear, chairman of the Soil Department of the New Jersey Experiment Station, has been published in *Fertilizer Review* for April, May, June, 1950, which is of interest to canners and their field staffs in view of the assumptions frequently made that the use of synthetic chemicals is lowering the nutritive value of foods. This article contains information which may be useful in refuting some of the arguments used by those who insist that the present method of producing agricultural food crops is deleterious to public health. A good deal of sound factual information is contributed by Dr. Bear on this subject.

Copies of the article may be obtained on request to the Raw Products Bureau at Association headquarters.

MANAGEMENT

Green Giant Company

Green Giant Company is the new name for the Minnesota Valley Canning Co., Le Sueur, Minn. The name was adopted at a meeting of the company's stockholders on May 22.

E. B. Cosgrove, president of the corporation, explained that the new name will make it easier for homemakers to identify "Green Giant" products.

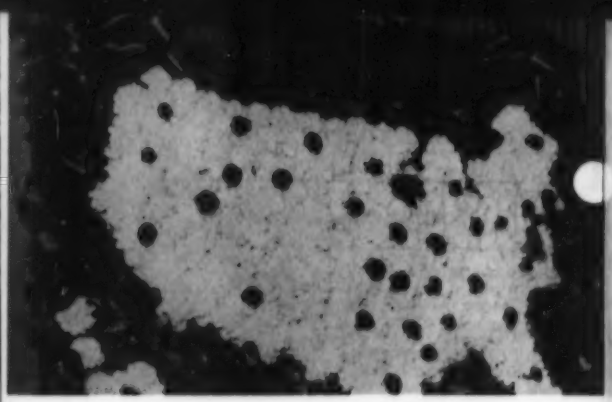
PROCESSING

Mobile Laboratory Activities

During the coming pea pack, the N.C.A. trailer laboratory will be stationed at Beaver Dam, Wis., where special bacteriological studies will be conducted on new canning procedures and waste disposal problems.

While at this location, N.C.A. field personnel will be in a position to handle service requests which might otherwise be referred to the Washington Laboratory.

The field staff will consist of C. W. Bohrer, J. M. Reed, J. Yesair, N. H. Sanborn, and R. A. Canham. Contact with any one of this group can be made through the office of the Green Giant Company, at Beaver Dam, or through Association headquarters.



Above—One of many floral pieces sent for the occasion. Donated by the Association of Canners State and Regional Secretaries who were also donors of the oil portrait of Mr. Gorrell, unveiling of which is depicted below. Left to right—President Henry P. Taylor, W. H. Sherman, president, and Frank M. Shook, spokesman, of the ACSRS, and Secretary Carlos Campbell.

Above—President Henry P. Taylor accepts the building keys at dedication, June 8.

Left—Fred C. Heinz, chairman, Buildings Fund, thanks contributors for their donations.

Right—Eugene A. Hildreth, as president of the Canning Machinery & Supplies Association, acknowledges Mr. Heinz' thanks on behalf of suppliers.

Bottom left—Harold J. Humphrey, chairman, Eastern Building Subcommittee, reports completion of the Washington Building program.

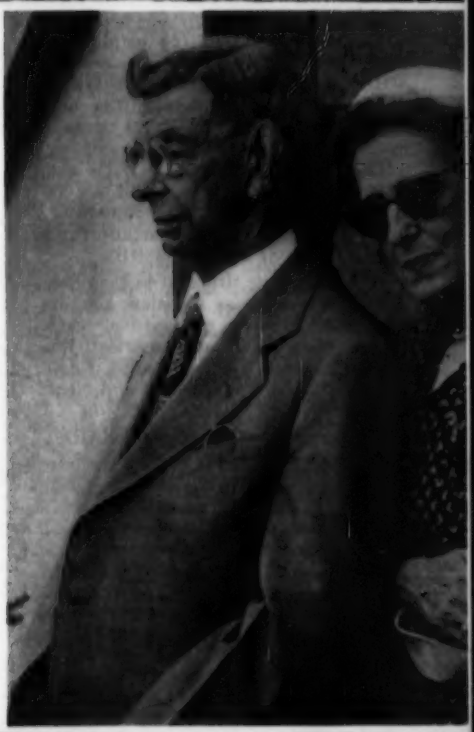
Bottom center—Dr. C. G. King, Scientific Director, The Nutrition Foundation, Inc., delivering one of the dedication addresses.

Bottom right—Donald P. Loker (left), on behalf of the Association, presents Past-President John F. McGovern with a set of silver candelabra. Mr. Gorrell applauds at right. Mr. McGovern was master-of-ceremonies at the dedication luncheon.

Above—View of the speakers' table at the dedication luncheon: (left to right): Rev. Thomas A. Fraser, Harold J. Humphrey, W. F. Dietrich, A. K. Rowswell, Carlos Campbell, H. J. Barnes, Dr. C. G. King, Henry P. Taylor, John F. McGovern, Frank E. Gorrell, Eugene A. Hildreth, Fred C. Heinz, Frank M. Shook, and W. H. Sherman.

Below—President Henry P. Taylor receives the symbolic key to the new building from Buildings Committee Chairman W. F. Dietrich (left) and Harold J. Humphrey.

Right—Founding Secretary Frank E. Gorrell and his assistant, Miss Helen Tate, watch the key ceremony.



Bottom left—Crowd gathers at building entrance to hear invocation by Rev. Thomas A. Fraser.

Right—Visitors in the new Home Economics kitchen.

Bottom center — Scene at the dedication luncheon.

Bottom right—Albert Kennedy Rowswell delivering one of the dedication addresses.

REORGANIZATION

Commerce Reorganization

Reorganization of the Bureau of Foreign and Domestic Commerce, merging related activities of the Office of International Trade and the Office of Domestic Commerce, has been announced by Secretary of Commerce Charles Sawyer.

The reorganization (1) establishes an "Office of Industry and Commerce" (OIC), abolishing the ODC and transferring all of its responsibilities and functions to the new OIC; (2) consolidates all of the industry-commodity units of BFDC in the new OIC; and (3) transfers the responsibilities of the OIT with respect to commodities, export controls and transportation and communications to the new OIC.

OIT retains its title, but in the place of the former Areas Division, new divisions have been created for each of the following areas: American Republics, British Commonwealth, Eastern European, Far Eastern and Near Eastern and African.

H. B. McCoy, who headed the ODC, becomes director of the new OIC. R. C. Miller continues to head OIT.

STATISTICS

Pea Crop Conditions

Growing conditions of peas are summarized by the N.C.A.'s Division of Statistics on the basis of reports from reliable sources:

New York—Excellent conditions with sufficient rain; stand is good.

Maryland—Canning on the peninsula got under way around May 27. Fairly good stand and yield running about 1,500 pounds per acre. Very good grade. Running about 10 days late. Vine growth heavy. Lightest pea aphid infestation in years.

Pennsylvania—Stands are good, and vine growth is excellent. Harvesting season will be about one week later than normal.

Wisconsin—The first of June planting of peas averaged about 50 percent completed. Early peas are up in the southern part of the state and canning will probably get under way by July 1.

Some Wisconsin canners have reduced pea acreage below earlier intentions because they are afraid of bunching of the crop.

Rain and above-normal temperatures during the first week of June brought the pea crop along rapidly. Wisconsin planted acreage appears to be about 3 percent above last year.

Indiana—Indiana pea packing under way, yielding around 75 cases per acre; quality fair.

Minnesota—Crop prospects excellent; acreage about 3 percent above last year. May start packing the latter part of June.

Washington-Oregon—Planted acreage was 12 percent above last year. Crop is so badly in need of moisture that about 15 percent of the acreage in the Walla Walla district will be cleaned out. Light yields generally are expected.

Spinach for Processing

The 1950 production of spring crop spinach for commercial processing was 27 percent less than last year, the Bureau of Agricultural Economics reports. Tonnage for processing from four spring crop states—Virginia, Maryland, Arkansas and Oklahoma—is estimated at 14,600 for 1950 compared with 19,880 in 1949 and a 1939-48 average of 15,700 tons. Spring acreage harvested for commercial processing in 1950 is estimated at 8,700 as against 11,010 in 1949. In the Arkansas-Oklahoma area a strong fresh-market demand diverted considerable tonnage from commercial processing.

FARM PRODUCTS

Export Subsidy on Oranges

Extensions of the periods for making sales, filing notices of intention, and exporting fresh and processed oranges under the orange export subsidy program to September 15, September 17, and September 30, 1950, respectively, were announced this week by the Production and Marketing Administration, USDA.

Program termination dates as originally established were June 15, June 17, and June 25, respectively (see INFORMATION LETTER of November 19, 1949, page 340).

FOREIGN TRADE

Canada Eases Embargo

Effective July 1, Canada will permit the importation of canned and frozen vegetables, soup preparations, dried fruits and fruit pulp on a quota basis —44 percent of the volume of imports during the calendar year ending June 30, 1947.

TABLE OF CONTENTS

PAGE

Association Activities
Booklet describing benefits of N.C.A. membership is important step in member relations program 211

Meetings
N.C.A. staff members speak at Maine and Michigan 211
Forthcoming meetings 213

Statistics
Annual fruit and vegetable pack bulletins mailed 211
Pea crop conditions 216
Spinach for processing 216

Congress
President vetoes pricing bill 211

Standards
Mushroom hearing closed 211

Personnel
H. K. Wilder appointed director of Schuckl research 211
Dr. McKibben joins USDA 212

PAGE

Foreign Trade
Imports of canned foods limited by Philippine law 211
Canada eases embargo 216

Procurement
School lunch program serves record number of meals 212
Federal Supply Service 212
Invitations for bids 212

Reorganization
Commerce reorganization 216

Farm Products
Export subsidy on oranges 216

Raw Products
Food and fertilizer 213

Management
Green Giant Company 213

Processing
Mobile laboratory activities 213